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SPECIAL POINTS OF INTEREST:

- How do you find work in today's economy?
- How do you protect your electronic data?
- How do you save money on advertising in the Atlanta Business Chronicle?

The Forrest Gump Approach to This Economy

One of the best perspectives of this economy that I have heard recently, came from my daughter's soccer coach, who does consulting for businesses. Most of you have seen the move *Forrest Gump* who starred Tom Hanks and Gary Sinise. In one part of the movie Tom returns home from the Vietnam War to go into the shrimp business. He is joined by Lt. Dan, who is played by Sinise. The two of them wander aimlessly through the waters off the Gulf Coast, on Forrest's boat, looking for shrimp and finding nothing. During their travels they encounter a

storm which they are able to survive but devastates all the other shrimp boats and much of the shrimp industry in the area. This creates an opportunity for Forrest and Lt. Dan because they wind up being one of the only shrimp boats to survive and as a result they reap the benefits of large hauls of shrimp to take to market. As my daughter's soccer coach so aptly put it sometimes you don't have to be the best shrimp captain out there, but it can give you a distinct advantage if you can weather the storm and be one of the last boats standing when the storm ends.



Sometimes just surviving the storm can make a difference in your business growth.

YOUR LICENSE WILL BE A GREAT MARKETING TOOL WHEN THE ECONOMY RETURNS TO NORMAL

One of the primary areas that the Remodeling Association has taken a strong hand in for our members is our involvement with licensing.

When the Remodeling Association was formed last year

much of our efforts went to trying to make some sanity on the issue of licensing. I think we have made good progress on this front but there are still some rough spots that have not surfaced

yet due to the simple fact that the economy has depressed the amount of construction here in Georgia. As the economy picks up, licensing will begin to be a big is-

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YOUR LICENSE WILL BE A GREAT MARKETING TOOL WHEN THE ECONOMY RETURNS TO NORMAL (CONTINUED)

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sue especially in the smaller rural areas of the State.

Presently, at the Licensing Board, a committee has been formed to address Continuing Education Units (CEU's). The State will have to begin requiring CEU's soon since renewals

will be coming up in about a year. Presently, the number of hours are not burdensome and if the Board takes the approach that is similar to other licensed trades then your participation in meetings should fulfill your licensing requirements and we would hope this would include the online seminars that are

presented to our members on a monthly basis. I can't stress enough the importance of having your license when the economy begins to pick up and when you get to the other side of this "economic" storm you will have a distinct marketing advantage over contractors that are not licensed.



DO YOU HAVE "DATA PROTECTION"?

We all look to insure our homes, our cars and many aspects of our business. If we have a fire, we call our insurer to make sure we can rebuild our business or home. We insure our lives and our health. We insure our employees. What about your electronic assets? If a file is deleted, can you recover it? If your server fails, your building is lost for a day ... a week or longer, can you still access your data?

Few companies take the time to really assess their ability to survive the loss of access to their valuable data. Many times these copies exist on the same system as the original. It is not until the data is lost or damaged or you lose permanent or temporary access to the systems that house this data that you realize what you have lost.

Each business person needs to evaluate their "protection" against data loss. You need to take time today to make sure you are protecting these assets. A good business data protection plan consists of several aspects.

1. Can I recover work that is being done today? This is the most common issue. You start working on a file this morning and sometime during the day, something happened. What are your options? You should have some.
2. Can I recover work done last night or over the past weeks? Easily and quickly? Do I need to be able to access even older versions of data, like financial data?
3. Can I recover my data

and continue working if my server fails or I lose access to it or my building for days, weeks or more. What would I do?

All of these are situations that we think will never happen or if they do, we will just cruise by them with no problem. Don't make that dangerous and business threatening assumption. Ask questions. Examine your "Data Protection" before it costs you more than just time. If you need assistance in assessing your "data protection" program, please contact Lee Batson at lb@bcgtech.com or 404-761-6158.

"Each business person needs to evaluate their "protection" against data loss. You need to take time today to make sure you are protecting these assets."

THE ATLANTA BUSINESS CHRONICLE IS OFFERING MEMBERS OF THE REMODELING ASSOCIATION SPECIAL ADVERTISEMENT RATES

In today's challenging economic environment, it is more important than ever to reach your potential customers in the most cost-efficient and effective means possible. With that in mind, I am pleased to announce an advertising partnership between the Remodeling Association of Georgia and the Atlanta Business Chronicle. Atlanta Business Chronicle is looking to feature a special monthly "Ask the Remodeling Professional" advertising section for RAOG members at discounted rates. These rates are as much as *half* off the regular rates and I encourage your participation.

The Chronicle is a "must read" publication, providing the local business community with the most up-to-date and comprehensive business news available. Weekly circulation is 40,000 and the Chronicle is the only paid circulation business publication in the market.

With quality editorial coverage and paid circulation, Atlanta Business Chronicle delivers:

- An upscale professional audience with an average household income of \$318,000 and average value of their residence is \$585,000
- A highly targeted pool of potential customers
- A highly-targeted audience of influential business readers with 76% are top and middle management
- A place to put your message in the hands of key business decision makers

As anyone in the remodeling business can tell you, *no matter what you're building*, it has to have a strong foundation to withstand the test of time. Please contact Sonya Thomas at 404-249-6315 or by email at smthomas@bizjournals.com to reserve your advertising space.

Please find a sample of the rates are as follows:

- 1 time - \$706/per ad
- 8 times - \$530/per ad
- 13 times - \$446/per ad
- 26 times - \$400/per ad



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**R E M O D E L I N G G E O R G I A O N E H O M E A T
A T I M E !**

WHERE IS YOUR NEXT JOB COMING FROM?

Two new referral programs have been developed for our Contractor Members. The first is with a website called homebenefitiq.com. This is a website developed to help consumers save money on home services which includes referrals for remodeling contractors.

This referral program will be tied to our website and list all the contractors that have chosen to participate. Participating in this program on an individual basis would normally cost you \$300 a year, but as a member of the Remodeling Association of Georgia, there is no charge, but you do have to agree to provide a discount to potential customers.

We have also partnered with TheArchitectMall.com which is designed to be a virtual mall dealing with all aspects of the construction industry. This referral program would normally cost you \$179 a year but as a member of the association there is no charge if you provide 5 subcontract references.

More information will be sent out separately on how to take advantage of these programs.

Be looking for more details on how to participate in these two new referral programs.



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